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April 6, 2007

SUPPLEMENTAL INFORMATION
DISCLOSURE STATEMENT
Examining Group 2812
Patent Application
Docket No. MBM-107
Serial No. 10/527,143

David Saliwanchik
David R. Saliwanchik, Patent Attorney

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Art Unit : 2812
Applicants : Peter Haighton, Donald G. McLeod, Henri Van Rooyen
Serial No. : 10/527,143
Filed : March 9, 2005
Conf. No. : 9530
For : Rich Media Personal Selling System

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT
UNDER 37 C.F.R. §§ 1.97 AND 1.98

Sir:

In accordance with 37 C.F.R. § 1.56, the references listed on the attached form PTO/SB/08 are being brought to the attention of the Examiner for consideration in connection with the examination of the above-identified patent application. Copies of the cited documents are enclosed.

It is respectfully requested that the Examiner indicate consideration of the cited references by returning a copy of the attached form PTO/SB/08 with initials or other appropriate marks. If any additional fee is required, or to credit any overpayment, please use Deposit Account No. 19-0065.

The applicant respectfully asserts that the substantive provisions of 37 C.F.R. §§ 1.97 and 1.98 are met by the foregoing statement.

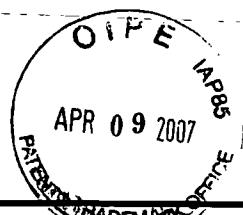
Respectfully submitted,



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DRS/la

Enclosures: Form PTO/SB/08 (1 page)
References listed therein (4)



Substitute for Form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

1

of

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Complete if Known

Application Number	10/527,143
Filing Date	March 9, 2005
First Named Inventor	Peter Haighton
Art Unit	2812
Examiner Name	Not yet assigned
Attorney Docket Number	MBM-107

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article, (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/F.A./	R1	"draft-ietf-mboned-mdh" -- types of monitoring tools: Mtrace and RTPmon for customer service; MRInfo and Mstat for system administration; Mview, Map-Mbone, and MRTree for network operations centers. The Internet Engineering Task Force. Mboned Status Pages. January 26, 2007. < http://tools.ietf.org/wg/mboned/draft-ietf-mboned-mdh/ >.	
/F.A./	R2	"What's Hot@Breiter: It's here – a marketing tool with REAL results and accountability!" Breiter Concepts. January 26, 2007. < http://web.archive.org/web/20021211062356/http://www.breiter.com/xmail.html >.	
/F.A./	R3	"Server-less versus Server-based Video Streaming" VXtreme, Inc. January 26, 2007. < http://web.archive.org/web/19970406112021/http://www.vxtreme.com/developers/wp970101.html >	
/F.A./	R4	"Video Compression for the Internet" VXtreme, Inc. January 26, 2007. < http://web.archive.org/web/19970406112034/http://www.vxtreme.com/developers/wp970102.html >	
	R5		
	R6		
	R7		
	R8		
	R9		
	R10		

Examiner Signature	/Folashade Anderson/ (12/02/2009)	Date Considered
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.